SOUTH LOOP

BLOOMINGTON

IDENTITY STANDARDS AND GUIDELINES

Overview

The South Loop District's identity is the name, face and voice we present to the world. The following set of guidelines is intended to help you uphold the integrity and appearance of our identity system. By adhering to these simple rules, we can create a consistent image and leverage the power of the South Loop District's identity.

To maintain the integrity of our brand and identity, this guidelines manual provides the tools and direction needed to create communications that build the South Loop brand voice. Our identity is a visual representation of the collective "voice" of the South Loop District.

To facilitate consistency in the execution of our image system, follow these basic standards and use the approved digital logos provided by Communications.

Please contact Janine Hill, at ext. 952-563-8819, e-mail jhill@ci.bloomington.mn.us, with any questions you may have regarding the specifics of these standards.

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IDENTITY RATIONALE

The brand identity *Life. Uncompromised.* encapsulates the unique assets of the South Loop District. It represents a unmatched confluence of business, shopping and entertainment, where walking the nation's indoor shopping mall meets walking the Minnesota River bluffs. Where an urban experience meets a neighborhood feel. And where local meets global and excitement meets serenity.

BRAND ESSENCE

Confluence   Ideally located and progressively designed to provide connections to people and places.

Balance   Where residents, employees and visitors can experience the best of both worlds including convenience, fulfillment, choices and access.

Vibrant   The hip new place to work, live and play, encompassing the action, excitement and energy of an urban area.

Possibilities   The gateway to a world of possibilities that is progressive and contemporary and plants the seeds for a sustainable lifestyle.
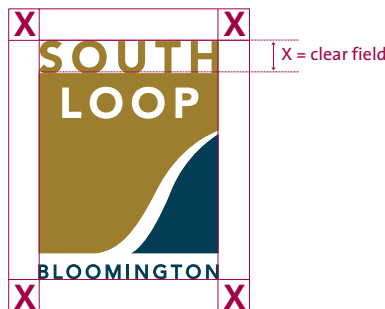
The South Loop District logo is the graphic expression that represents everything the district stands for: its personality, its values and the way in which the district serves its residents, businesses and visitors. It is imperative that the logo be applied consistently throughout communications.

As a general rule, use only the approved full color version of the logo. And, whenever possible, print the logo on a white background in the approved colors (see color palette on page 6). In full-color applications, the logo may be placed within a white box if the colored background do not provide enough contrast. Note: Clear field requirements described below apply when using colored backgrounds.

Clear field

A clear field must surround the logo to ensure its clarity and visual impact. The size of the clear field is determined by the "X" measurement shown below. The "X" measurement is equal to the height of the logotype, as shown in the illustration. No graphic elements should invade this field.

X = clear field

Minimum logo size

The minimum size requirement of the South Loop District logo is three-quarters inches, as shown below. Always use the logos provided by Graphics.

0.75"

One-color, two-color and reverse logo usage

In one- and two-color applications, use a solid navy or black logo (see color palette on page 6). Do not substitute navy or black with any other color. In two-color applications, do not substitute the gold portions of the logo with another color.

You may also use the reversed logo, preferably over a color within the color palette (see color palette on page 6). Be careful to ensure that the contrast is great enough between the logo and color to be readable. Note: Clear field requirements on page 2 apply when using the reverse logo.

Special applications

The logo may be used without the logotype in special applications. Do not apply the logo in any special format without the consent of Graphics.

Incorrect identity usage

Do not recreate the logo.

Do not alter the proportions.

Do not use smaller than 0.75".

Do not use a border around the logo or invade clear space.

Do not use the logo in an unapproved color.

Do not place full-color logo on a colored field.

CMYK
The acronym for the four-color process model for printing. Three subtractive primary inks – cyan, magenta and yellow – are mixed with black to produce a wide spectrum of color.

FONT
A family of typefaces.

JUSTIFIED
The placement of type or graphics against both outside gridlines or margins. Justified type has straight vertical margins on both the left and the right.

LEADING
The space between lines of type, measured in points. Indicated by the measurement and the abbreviation for point (e.g., 9 pt.).

LEFT JUSTIFIED
The placement of type or graphics against the outside left gridline or margin. Left-justified type has a straight vertical margin on the left with a ragged margin on the right.

PANTONE®
The standard ink color-matching system from Pantone, Inc.

PICA
Typography measurement unit. 1 pica (1p) = .1656"; 6 picas (6p) = 1"; 12 points (12 pt.)=1 pica (1p). In notation, 6 picas and 12 points would be written as: 6p12.

RIGHT JUSTIFIED
The placement of type or graphics against the outside right gridline or margin. Right-justified type has a straight vertical margin on the right with a ragged margin on the left.

TRACKING
The space between individual characters or words, or the reduction or increase of that spacing.

TYPEFACE
The individual style of the letter or character.